

LOG OF MEETING
U.S. CONSUMER PRODUCT SAFETY COMMISSION
OFFICE OF COMMISSIONER NANCY A. NORD

CPSC PUBLIC COMMENT
NO REPRESENTATIVE
PRODUCTS IDENTIFIED
EXCEPTED BY SECTION
RULEMAKING ADMIN. PROC.
WHICH PORTION REMOVED

9/2/05

SUBJECT: ATVs

DATE OF MEETING: August 18, 2005

PLACE: Room 714 CPSC Headquarters

LOG ENTRY SOURCE: Quin Dodd

DATE OF ENTRY: August 29, 2005

COMMISSION ATTENDEES:

Commissioner Nancy A. Nord
Roy Deppa
Quin Dodd
Hope Johnson
Elizabeth Leland
Nicholas Marchica
Suad Nakamura
Caroleene Paul
Patty Politzer
Rob Raffety
Nancy Sachs
Soumaya Tohamy
Howard Tarnoff
Pamela Weller
Scott Wolfson

NON-COMMISSION ATTENDEES:

Tim Buche, President, Specialty Vehicle Institute of America
Kathy Van Kleeck, Specialty Vehicle Institute of America
Thomas Yager, Vice President, Safety Programs, ATV Safety Institute
David Murray, Willkie Farr & Gallagher, LLP (representing Yamaha)
Randy Rasmussen, Natural Trails and Waters Coalition
Scott Kovarovics, Natural Trails and Waters Coalition
Sean Oberle, Product Safety Letter
Rachael Weintraub, Consumer Federation of America

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SUMMARY OF MEETING:

Mssrs. Buche and Yager and Ms. Van Kleeck gave an overview of the ATV market in the United States, including a description of the growing share of the market by “new entrant” manufacturers from Asia. They then described generally the marketing and retail practices of ATV manufacturers and dealers, including a detailed discussion of the SVIA’s ATV safety training and awareness efforts. They indicated that the safety training “penetration rate” for first-time ATV buyers was approximately 27 to 30 percent, and that the average time from purchase to the receipt of training is between one and two months. They also described their public awareness and safety efforts, but opined that additional general media efforts may be less effective than other means of increasing ATV safety awareness and practices. Mssrs. Bushe and Yager indicated that the SVIA ATV voluntary standard review process is about to get underway, and that it might also include “soft standard” issues surrounding sales, training, and other factors not directly related to the manufacturing of the vehicles, as well as a discussion of whether to include “2-up” vehicles in the standard. Finally, Ms. Van Kleeck gave an overview of SVIA’s state efforts to enact model legislation mandating various safe ATV practices.